

PACK SQUARE DESIGN GUIDELINES:

Asheville, North Carolina URBAN DESIGN ASSOCIATES

AUGUST 12, 2003



Pack Square Design Guidelines

THESE DESIGN GUIDELINES ARE A SUPPLEMENT to the City of Asheville Downtown Design Guidelines and provide design criteria for all potential redevelopments within the 6.5 acre Pack Square Renaissance site in downtown Asheville. Both the City's Design Guidelines and the following pages should be viewed as a single document with the complementary goal of strengthening and celebrating one of the City's most important public spaces.

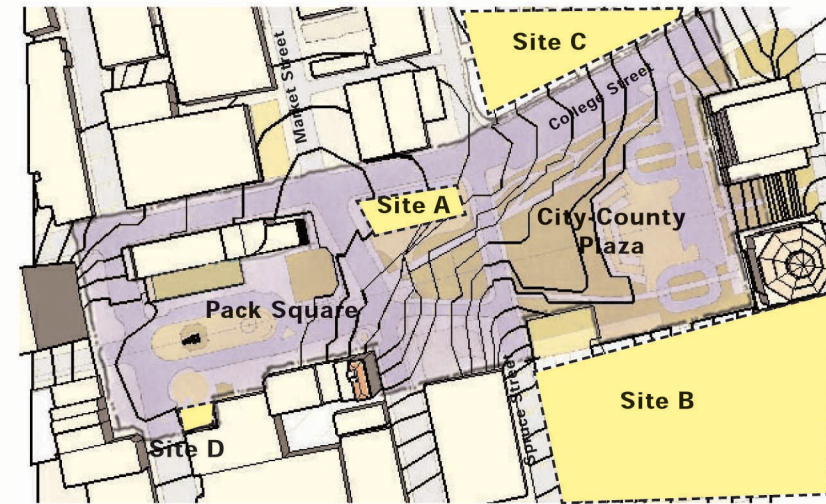
The Pack Square Conservancy and the City of Asheville developed an urban design plan for Pack Square and City-County Plaza. This plan recommends the reconfiguration of downtown's streets and public open space to better serve the needs of the citizens of and visitors to Asheville, as well as to provide an appropriate place for special events being held in these significant civic spaces. These public improvements will also create development opportunities that are part of the strategy to bring new life and activity to the perimeter of both Pack Square and City-County Plaza. The plan creates new blocks for development that did not previously exist, working within the framework established by public investment and improvements.

The addition of new buildings in this area will complete the enclosure of the public spaces with attractive buildings designed to be sympathetic and compatible with the existing architecture. Additionally, this development will provide new retail, entertainment, office, and residential space for the Downtown. The following guidelines provide massing controls, height limits, setbacks, and facade articulation guidelines. Critical view corridors are defined to preserve the legibility of the public space, to visually link key elements of the space together, and to protect the view of the surrounding city and mountains, critical to Pack Square and City-County Plaza's unique sense of place within the greater city and region.

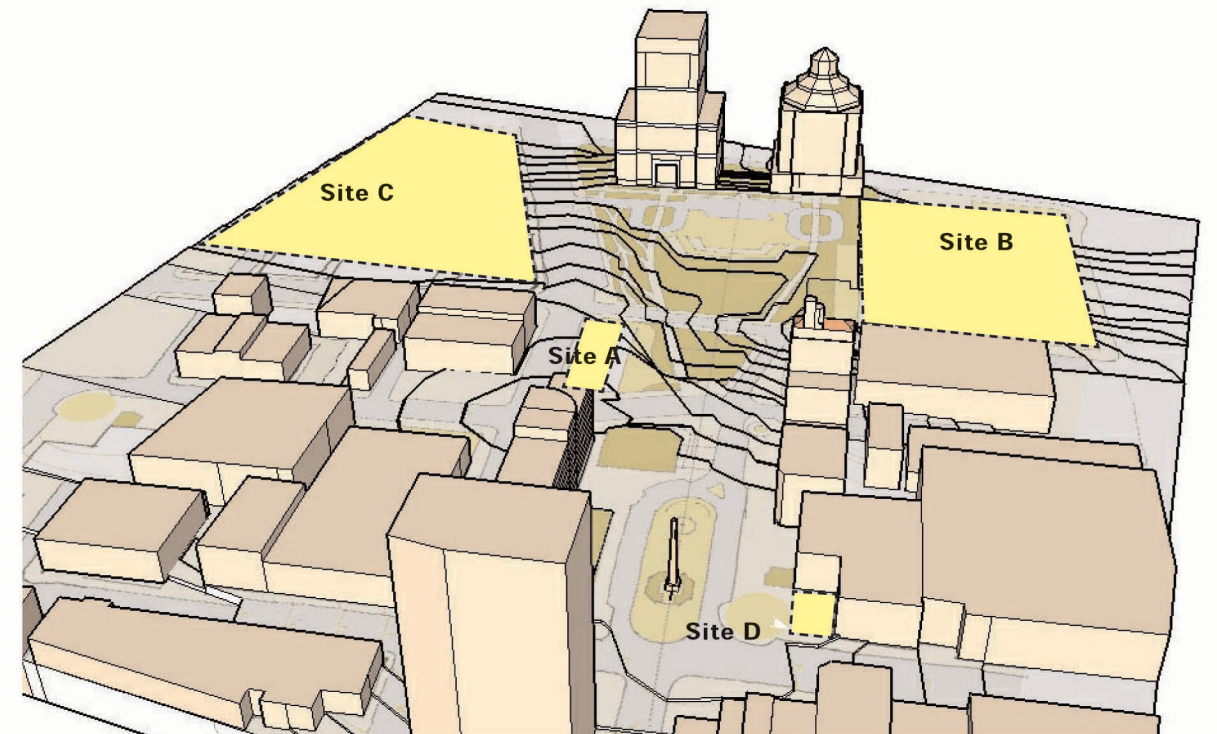
DESIGN PRINCIPLES FOR GREAT URBAN SPACES

Great urban spaces:

are defined on all sides by a mixture of harmonious background (fabric) buildings and monumental buildings,
are bound on all sides by either public streets or public buildings,
are accessible to persons of all abilities,
combine hardscape and softscape to create a flexible space that accommodates a variety of uses for a variety of users throughout the year,
reinforce the identity and ideals of a community,
are a part of an interconnected network of streets and open spaces, and
have pedestrian oriented edges in buildings with mixed uses.



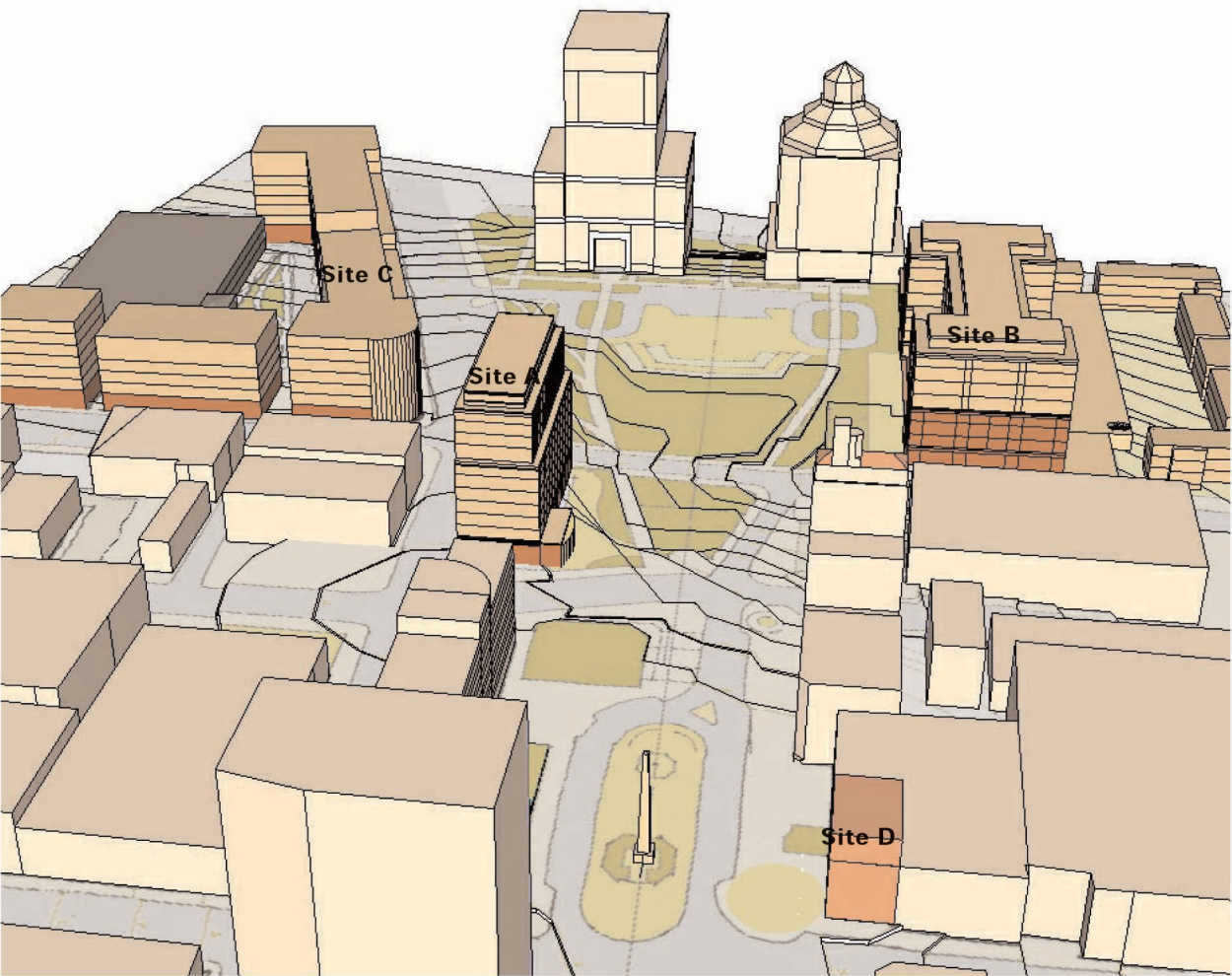
PACK SQUARE RENAISSANCE DESIGN REVIEW AREA Four redevelopment sites are located within or directly adjacent to the 6.5 acre project site (shaded in blue). Building on these four sites will help to "complete the square." Currently, the space suffers from lack of definition and the absence of a critical mass of uses.



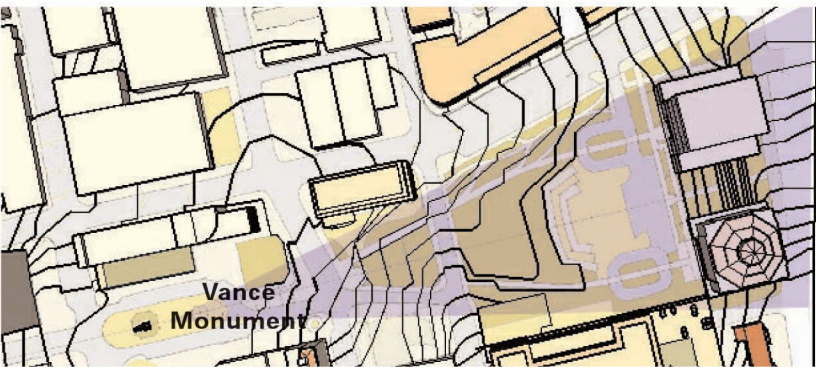
Existing view of Pack Square and City-County Plaza

These Design Guidelines are a natural next step derived from the criteria developed in the urban design study, and are further illustrated with a 3-D model of the public spaces and adjacent buildings. This model allows one to clearly visualize the relationship to and impact of new buildings on the existing form of the space. The principles of the Design Guidelines are illustrated with schemes that are not intended to represent the only solution, but instead are intended to illustrate general massing principles that will serve as a guide for evaluating proposals for future development sites. These illustrative design diagrams illustrate the maximum development envelopes that should be considered for the sites, though allowance for variation within the overall envelopes may be considered to accommodate specific development programs.

These Design Guidelines are meant to present an overview of the vision for Pack Square and City-County Plaza. Subsequent pages outline specific massing guidelines for each site, as developed by the Pack Square Conservancy, in order to provide consistency in facade articulation and special features. By paying close attention to the way public space is proposed in the urban design plan, one can provide infill proposals that complement the space as a whole.



Proposed view of Pack Square and City-County Plaza



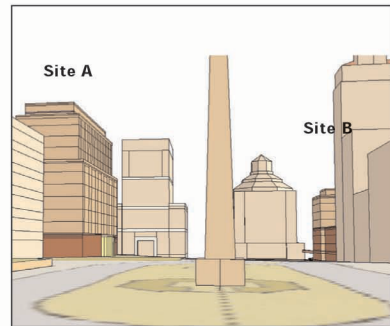
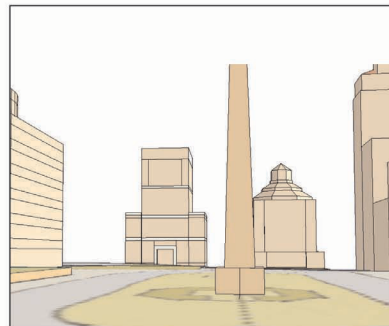
VIEW CORRIDOR New development must maintain a clear view corridor from the Vance Monument to the Buncombe County Court House, City Hall and the mountains beyond.

Pack Square Conservancy retains authority, as part of these design guidelines, to grant minor variances to these guidelines on a project specific basis. All interpretation of these guidelines by Pack Square Conservancy shall be final.

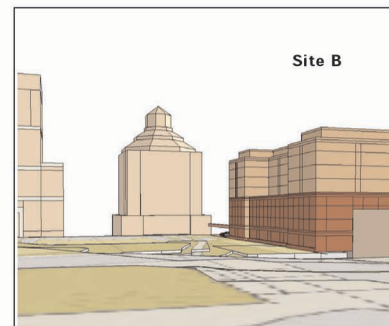
DESIGN GUIDELINES REVIEW AND APPROVAL PROCEDURE

All projects subject to these guidelines, "Permanent Improvements", must be approved as conforming with these guidelines by the Pack Square Conservancy prior to being permitted or approved by the City of Asheville or other regulatory agencies, as applicable. Sufficient project information, as determined by the Pack Square Conservancy, must be submitted at least 21 days prior to the date requested for review. The Pack Square Conservancy will notify the applicant as to the actual date of the review after its receipt of all pertinent information.

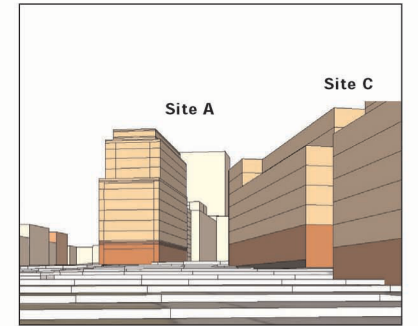
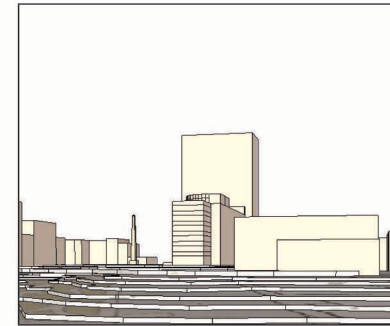
The Pack Square Conservancy will be available for preliminary review at design stages, including preliminary building massing and site design, material and roof form design, or such other design stages, prior to consideration of the final design for approval.



(LEFT) Existing view from Vance Monument
(RIGHT AND BELOW) Proposed view from Vance Monument



(LEFT) Existing view from Pack Square
(RIGHT AND BELOW) Proposed View from Pack Square



(LEFT) Existing view from College Street
(RIGHT AND BELOW) Proposed view from College Street

